

Comparisons of Job Characteristics

Focus Occupation: Reporters and Correspondents (27-3022)

Associated Occupation: Public Relations Specialists (27-3031)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

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<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Reporters and Correspondents (27-3022)

Associated Occupation: Public Relations Specialists (27-3031)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
English Language	11.2	19.5	20.4	0	Current knowledge level may be sufficient
Communications and Media	5.3	18.4	20.9	>	Current knowledge level is likely sufficient
Sales and Marketing	5.2	15.2	4.1	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	14.0	10.2	<<	Extensive education and/or training may be required
Fine Arts	2.2	4.8	3.0	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 91

Focus Occupation: Reporters and Correspondents (27-3022)

Associated Occupation: Public Relations Specialists (27-3031)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Speaking	10.8	14.3	16.2	>	Skill level is likely sufficient
Critical Thinking	10.8	13.6	14.1	0	Current skill level may be sufficient
Writing	9.2	12.8	16.9	>>	Skill level is likely more than sufficient
Social Perceptiveness	9.1	12.0	11.4	0	Current skill level may be sufficient
Coordination	9.1	11.8	10.5	<	A higher skill level may be required
Time Management	8.9	11.8	11.4	0	Current skill level may be sufficient
Persuasion	7.4	9.7	8.6	<	A higher skill level may be required
Negotiation	6.8	9.1	7.5	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 96			
Focus Occupation: Reporters and Correspondents (27-3022) Associated Occupation: Public Relations Specialists (27-3031)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	15.6	16.2	0	Current ability level may be sufficient
Oral Expression	12.4	15.2	14.8	0	Current ability level may be sufficient
Written Expression	9.8	14.0	15.4	0	Current ability level may be sufficient
Speech Clarity	10.2	13.8	15.4	>	Current ability level is likely sufficient
Written Comprehension	11.0	13.6	15.4	>	Current ability level is likely sufficient
Speech Recognition	9.9	12.5	14.4	>	Current ability level is likely sufficient
Deductive Reasoning	10.6	12.0	10.0	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	10.3	10.0	0	Current ability level may be sufficient
Originality	7.6	10.1	10.8	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 63
Focus Occupation: Reporters and Correspondents (27-3022) Associated Occupation: Public Relations Specialists (27-3031)		
Work Activities	Exclusivity of Activity	
Communicate visually or verbally	56	
Edit written material	68	
Ensure correct grammar, punctuation, or spelling	48	
Make presentations	13	
Use public speaking techniques	13	
Use word processing or desktop publishing software	17	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common	Similarity of Focus Occupation to Associated Occupation: 93
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Focus Occupation: Reporters and Correspondents (27-3022)
Associated Occupation: Public Relations Specialists (27-3031)

Tools and Technologies	Exclusivity
Computers	1
Content authoring and editing software	1
Data management and query software	1
Development software	4
Duplicating machines	6
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.